

GREEN SUPREME

Green Supreme is a water product made from naturally distilled water and a variety of green vegetables. One 16-ounce bottle is loaded with a full day's supply of vitamins and anti-oxidants. The product contains no preservatives and has no artificial ingredients. Green Supreme is stated to have no distinct flavor and 0 calories. The cost per bottle is \$1.

Answer the following questions:

- 1. Who is the target market?**
- 2. What target market activities would be suitable? Explain your answer.**
- 3. Would market segmentation be used? Why or why not?**
- 4. If segmentation is used, what types would you use and why?**